

# Census Bureau Transformation and Modernization

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## A New Statistical Frontier: Opportunities for Resiliency

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- Declining response rates
- Increasing costs and demands for more timely and relevant data
- Data collection challenges
- A need for ...
  - improved collaboration with stakeholders and partners
  - improved data quality
  - stronger computing power
  - proliferation of alternative unofficial data products, and new technologies

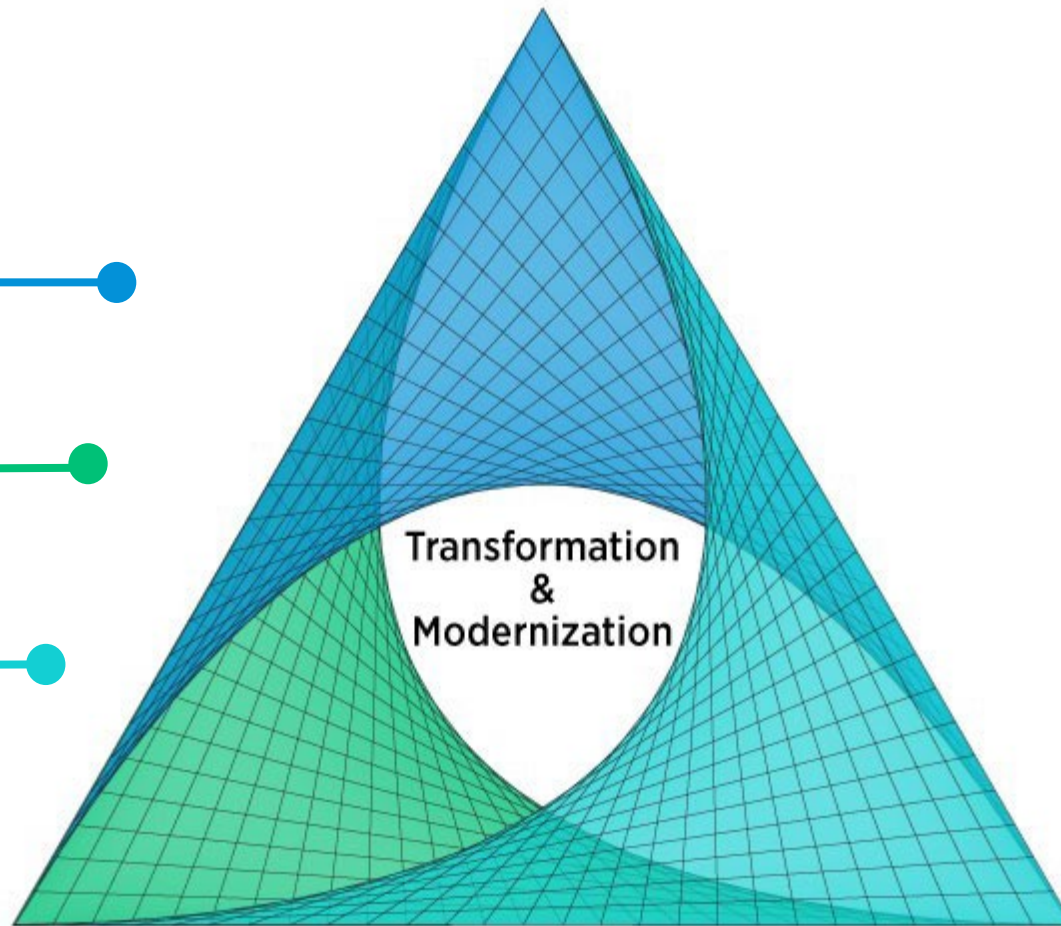


# Transformation and Modernization Involves the Whole System to Change the Whole System

**Employee-Driven Initiative**

**Continuous Innovation**

**Business Ecosystem**



**Transforming &  
Modernizing the  
Existing State by**

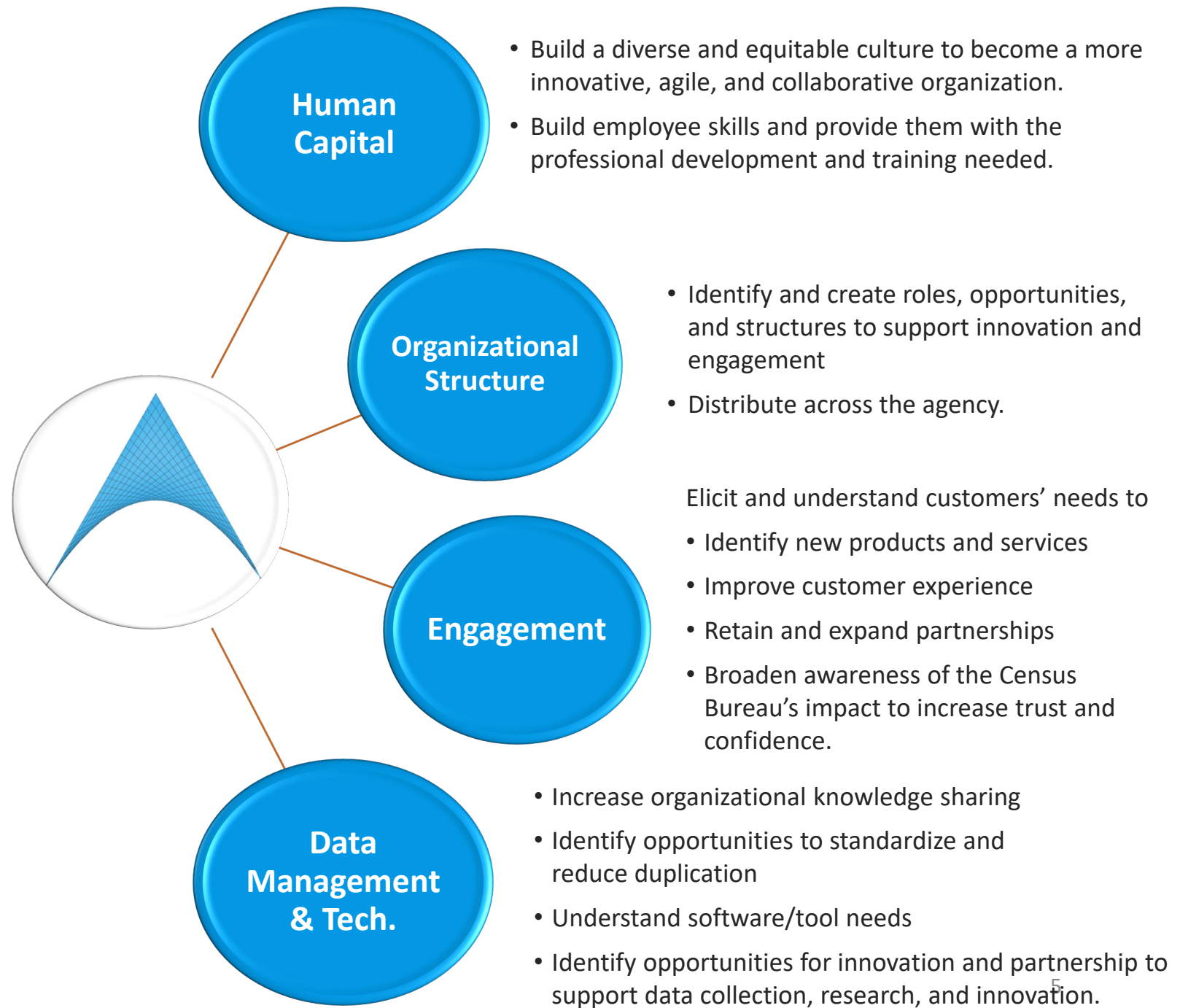
- Increasing Efficiencies
  - Enterprise operations
  - Workforce & Public Burden
- Improving Data & Methods
  - New Data Sources
  - New Methods
  - Data Quality
- Excellence Through Diversity, Equity, Inclusion, & Accessibility
  - Innovation & Critical Thinking
  - Include Alternative Perspectives/Diverse Voices
  - Use Equity Lens to Improve Policies/Practices

**To Evolve into a  
21<sup>st</sup> Century  
Data-Centric  
Agency adept at**

- Keeping pace with new statistical methods and the growing availability of data
- Remaining on the leading edge of the global statistical community
- Advancing excellence through a culture of inclusion, innovation, and opportunity
- The continuous evolution of methods, data acquisitions and dissemination
- Helping planners and decision-makers solve difficult problems based on data
- Delivering prompt, accurate, and actionable data products
- Building greater awareness with the American public about the value and promise of our work

# Employee-Driven Initiative

Transformation and Modernization utilizes an employee-driven, high-engagement approach to evaluate and improve current processes, infrastructures, and mindsets







## Continuous Innovation: Advancing Equity with Data

### Internally

- Retain and attract innovative and diverse talent.
- Leverage existing career and leadership development, and mentorship resources to support employee growth and advancement.
- Create a work culture that embraces and normalizes diversity, equity, inclusion, and accessibility.

### Externally

- Improve the quality and utility of statistical data as a necessary step for advancing equity.
- Increase engagement with external stakeholders, specially with underserved communities.
- Document our journey, evaluate and learn from it, and disseminate best practice to others.



## Continuous Innovation: Sexual Orientation and Gender Identity (SOGI) Data Collection

- The Census Bureau continues to engage with stakeholders on sexual orientation and gender identity data
- Staff from across the Census Bureau participate in the Federal Committee on Statistical Methodology SOGI Working Group
- In the process of setting up regular touchpoints with LGBT+ advocates and experts outside of the federal workforce
- Same-sex relationship categories added to ACS, CPS, SIPP, and 2020 Census
- SOGI questions added to the Household Pulse Survey in July 2021



## Continuous Innovation: Sexual Orientation and Gender Identity (SOGI) Proposed Research in FY23

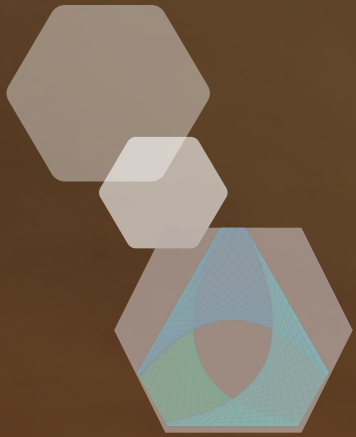
- The Census Bureau's FY23 budget request includes funding to conduct SOGI research on the American Community Survey
- Cognitive testing
  - Impact of proxy response (one person in household responding for everyone)
  - SOGI data collection in self-response modes compared to interviewer-administered modes
  - Translation issues
- Self-response field testing
  - Question placement on questionnaire and in electronic instruments
  - Optimal question wording
  - Metrics about data quality



# Business Ecosystem

Enterprise-wide suite of foundational systems that -

- Provide a cloud-centric data storage and computing platform for survey operations, concurrent and research analytics, data processing, product creation, product innovation, and archiving
- Provide foundational datasets (survey frames) that are linkable in nature, agile in structure, and accessible for production or research on a need-to-know basis
- Provide a suite of standard, efficient, modern, cost-effective, and scalable data collection and data ingest solutions that can support the full spectrum of Census Bureau operations – from the smallest survey, to the Decennial Census
- Disseminate our publicly available data products in a way that simplifies the means of data and metadata discovery and broadens the availability, utility, and ease of consumption for our data users



# Where We're Going

**Transformation and Modernization is underway as we develop and deploy advances to**

- Foster a culture that embraces diversity, equity, inclusion, and accessibility to help spur opportunity, innovation and excellence,
- Reach new end users,
- Provide more timely and relevant data products,
- Use new techniques to produce new products without increasing burden, and
- Align our tools, processes, and products towards our vision for the future